

# *The* BRIDGE

*The Credit Union Way to Economic Betterment*



Official  
Publication  
of the  
CREDIT UNION  
NATIONAL  
ASSOCIATION  
Inc.

**MAY 1944**

**105 Cents on Dollar . . . . . Can We Be Too Big? . . . . . Dear Friends . . . . . Tim Takes Issue**

# A Meeting of Minds

EVERY credit union member is constantly and directly shaping the destiny of his credit union and of the credit union movement with his day to day support of his credit union.

By regularly using his credit union's service, by wholeheartedly contributing his share of thought and attention to credit union affairs, by genuinely interesting himself in the problems faced by the movement, he is constantly exerting his influence on the growth of the movement, and exercising his franchise to operate his own thrift and loan business.

But basically important as is this day to day control of his own business, the ultimate expression of his democratic power—the expression that differentiates credit unions from ordinary thrift and loan businesses—culminates this month with the annual meetings of Cuna and its affiliates being held in Madison.

The patrons and potential patrons of any business can make or break—do make or break—that business, with their patronage or lack of it. Every dollar spent at a particular enterprise is a vote for the continuation and growth of that enterprise.

But credit unions and other co-operative enterprises are the only ones where the patrons exercise the full rights of ownership and actually determine the leadership and policies of the business.

Even where ownership is spread among many persons, as it is in many of our corporations, actual control is almost invariably in the hands of a very few persons. Democratic control is for the most part nominal rather than actual.

But in credit unions the member-owners do control, either directly or through their democratically elected representatives. They operate their individual credit unions. They operate their state and provincial leagues and through their leagues the Credit Union National Association.

The direct expression of that control, aside from the day to day support, begins early each year when the members assemble in the annual meetings of their individual credit unions. The officers they elect at those meetings not only decide the quality of leadership their own credit unions receive, but also the leadership of the whole movement. For from those officers comes the leadership of the leagues. And from the leadership of the leagues comes the leadership of the national association.

This being the case, every credit union member has a very real reason to feel responsible for the decisions made by the national board of directors. If the reports brought back to the state league, to the chapter, to the individual credit union, to the member himself, are agreeable to the member, he may be pleased with his own wisdom in choice of representative. If the reports are not agreeable, he can blame his own lack of wisdom or lack of active participation in choice of credit union leaders.

Likewise he must realize that by his present encouragement of young and new members to participate actively in his credit union, he is ensuring the continuance and growth in quality of credit union leadership. The lukewarm member whose interest is today inspired with a friendly word may in a few years give the credit union, the chapter, the league, and finally the national association, outstanding leadership. It is well within the limits of possibility that the person who ten years from now will be pounding the gavel to call the national meeting to order is still waiting for the happy word which will get him interested in active credit union work.

## If All Is to Be Well

Credit unions like all democratic organizations owe much of their strength to the fact that they offer the means by which all their members may participate to the extent of their abilities in the growth of their organization. Unless these means are taken advantage of—unless we are all on the alert to see that we push forward our best leadership—we are failing to take full advantage of the credit union way to economic betterment.

It is thought by many credit union leaders that one of the main contributions of the credit union movement is its practical demonstration of democratic action. A person who learns to participate actively in the affairs of his credit unions is almost sure to participate more effectively in the affairs of his community and of his state and of his nation and of the world.

The mutually profitable meeting of minds realized at credit union meetings in the community, in the state, in the national board meeting, is the sort of meeting of minds that we must achieve in our city, state, national, and international governments, if all is to be well with the world in the future.

## THE BRIDGE

Volume 9 MAY Number 3

official publication of

THE CREDIT UNION NATIONAL ASSOCIATION, INC.

Raiffeisen House, Madison, Wisc.

HOWARD C. CUSTER, Editor

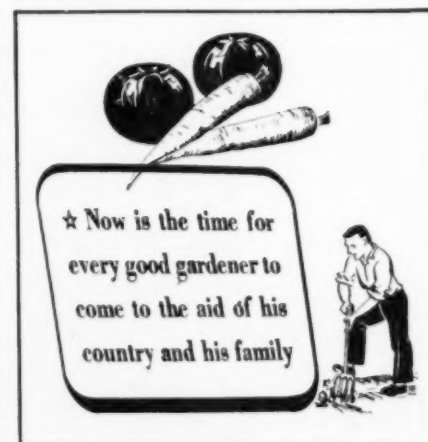
RICHARD GILES, Assoc. Ed. On Military Leave

CHAS. G. HYLAND, Business Manager

SUBSCRIPTIONS—\$1 A YEAR

## THIS Month:

105 Cents on the Dollar!	99
Can We Be Too Big?	100
Dear Friends:	103
On Buying War Bonds	105
Tim Takes Issue	106
To Thee We Sing, America	108
"Copl"	111
Idea Exchange	112
What About It?	114
Every Man a Capitalist	117
Our Readers Write!	118



## CUNA

### Executive Committee:

R. A. WEST, President	Decatur, Ill.
L. A. PINKNEY, First Vice Pres.	Kansas City, Mo.
A. B. MacDONALD, Treasurer	Antigonish, N. S.
KARL S. LITTLE, Secretary	Salt Lake City, Utah
JOHN J. AMMERING, Vice Pres.	Rochester, N.Y.
C. W. McKEEVER, Vice Pres.	Penns Grove, N.J.
HAROLD MOSES, Vice Pres.	New Orleans, La.
GURDEN P. FARR, Vice Pres.	Detroit, Mich.
CHARLES P. BYRNE, Vice Pres.	Denver, Colo.

### Staff:

ROY F. BERGENGREN, Man. Dir.	Madison, Wis.
THOS. W. DOIG, Asst. Man. Dir.	Madison, Wis.
CHAS. G. HYLAND, Comptroller	Madison, Wis.
DORA MAXWELL, Organizat'n Dir.	Brooklyn, N.Y.
J. ORRIN SHIPE, Educational Dir.	Madison, Wis.

### ADVERTISING RATES ON APPLICATION

All subscriptions received before the fifth of the month start automatically with the issue of the current month; all those received after the fifth of the month start with the following month. To insure prompt delivery of THE BRIDGE, when you change your residence, please send in a post card with your former address as well as your new address. When sending in a single subscription or a group of subscriptions, THE BRIDGE would appreciate it if you would mark all renewal subscriptions conspicuously with the word "Renewal."

THE BRIDGE is published monthly by the CREDIT UNION NATIONAL ASSOCIATION at 404 N. Wesley Ave., Mount Morris, Illinois. Editorial offices are located at Raiffeisen House, Madison, Wis. J. E. West, Advertising Manager, 380 N. Michigan Ave., Chicago, Ill. Communications having to do with subscriptions, should be addressed to 404 N. Wesley Ave., Mount Morris, Illinois, or to THE BRIDGE, Raiffeisen House, Madison, Wisconsin. Entered as second-class matter Feb. 12, 1942, at the post office at Mount Morris, Illinois, under the Act of Mar. 3, 1879. Copyright 1944 by CREDIT UNION NATIONAL ASSOCIATION. Subscription rates, single copies, 10c; yearly subscriptions \$1.00.



THE BRIDGE—May, 1944

# 105 cents on the dollar!

Federal credit unions liquidating in 1943 payoff 105 cents on the dollar. Many of the smallest credit unions did very well, although a few suffered substantial losses.

**O**F the 312 Federal credit unions which liquidated their assets in 1943, there were 257, or 82.4 percent, which paid 100 cents on the dollar or better, according to an analysis recently made by the Federal Credit Union Section of the Federal Deposit Insurance Corporation. On the average the members received 105 cents for each dollar of share deposits held at the time of liquidation. The average gain was \$187.32 per credit union liquidating.

The average payment of those credit unions which paid 100 percent or better was 105.8 cents per dollar. The shareholdings in this group, representing 96.5 percent of the total, totalled \$930,011.96. Dividends (\$54,353.62) brought the total liquidating payments for the group to \$984,365.58. The average gain for this group was \$211.49 per credit union.

On the other hand, the average payment for those credit unions which paid less than 100 percent was 81.8 cents per dollar, or a loss of 18.2 percent. However, the total amount involved was relatively small. Shares amounting to \$34,159.89, 3.5 percent of the total yielded \$27,947.61, or a loss of \$6,212.28. The average loss of this group was \$112.95.

## Relatively Small

That the amounts in these liquidations were relatively small is seen by the fact that the total assets of all 312 credit unions at the beginning of liquidation was less than those of 35 average Federal credit unions. (Average assets at the end of 1943 were over \$30,000 per Federal credit union.)

The analysis shown below of these liquidating credit unions on the basis of the total shares held by members of the individual credit unions at the time of liquidation is interesting.

Credit union leaders have commented on it, in effect, as follows:

"It indicates that the credit union with from \$1,000 to \$2,000 in share deposits is likely to yield its members the greatest profits, with a high degree of safety. It tends to show that until a credit union is this size, especially careful management is required if the

credit unions are to prevent failure.

"The fact that a credit union this size is still small enough to do without much in the way of paid employees and expensive equipment probably also accounts for its relative good profit showing. Following up this observation it may be well to remember that these credit unions should probably be especially on their guard to see that they are not demanding too much free service from a few persons. Unless the volunteer or semi-volunteer treasurer receives a good deal of volunteer assistance from the other

members, he may very easily be overworked and generally exploited.

"If a general rule may be drawn from this analysis it might be this: Small groups run a somewhat greater risk than large ones when they organize credit unions, but if they operate their organizations capably, they are likely to render their members outstanding service. These figures of course do not reflect the intangible values often gained by the smaller group, from the members' closer association with each other, and with each other's problems."

An analysis of the final share payments made by the 312 Federal credit unions which liquidated in 1943, according to size of shareholdings at beginning of liquidations.

Class	Total Shares	Paid 100% or more			Paid less than 100%		
		Shares	Dividend	%	Shares	Loss	%
Less than \$500	\$ 24,379.11	\$ 15,730.43	\$ 1,439.81	109.2	\$ 8,648.68	\$2,164.94	74.3
\$501 to \$1,000	42,255.89	34,989.70	3,323.71	109.5	7,266.19	1,233.83	83.0
\$1,001 to \$2,000	84,618.09	80,952.79	8,016.53	109.9	3,665.30	116.72	96.8
\$2,001 to \$5,000	175,911.23	161,331.51	10,010.41	106.2	14,579.72	2,696.79	81.5
\$5,001 to \$10,000	214,872.46	214,872.46	12,475.95	105.8	.....	.....	...
\$10,000 or more	422,135.07	422,135.07	19,087.21	104.5	.....	.....	...
Totals	\$964,171.85	\$930,011.96	\$54,353.62	105.8	\$34,159.89	\$6,212.28	81.8

## They Do NOT Retreat

An increasing number of reports indicate that many credit unions are not only weathering the operating problems posed by the war, but are actually advancing on all fronts. Their membership, their total assets, and the amount of their outstanding loans are all on the increase.

Because of these reports, and in an effort to make available to all credit unions the secret of these credit unions' wartime success, THE BRIDGE has sent a questionnaire to all league managing directors, asking for the names of credit unions making outstanding wartime records. THE BRIDGE is making a survey of these credit unions from which it hopes to obtain a number of helpful articles.

Below is a list of the credit unions so far included in the survey and not previously reported. If your credit union has not been included and you

feel it should be, let the editor of THE BRIDGE know.

- ▶ Amalgamated Members CU, Oklahoma City, Oklahoma
- ▶ Bareco FCU, Tulsa, Oklahoma
- ▶ Bilt Well CU, Dubuque, Iowa
- ▶ C. G. CU, New Westminster, B. C.
- ▶ Callahan Management Employees CU, Oklahoma City, Oklahoma
- ▶ Central CU, Tulsa, Oklahoma
- ▶ ESEO FCU, Oklahoma City, Okla.
- ▶ General and Canadian Mills Employees CU, El Reno, Oklahoma
- ▶ General Mills Oklahoma City Employees CU, Oklahoma City, Okla.
- ▶ Langston FCU, Langston, Oklahoma
- ▶ 66 FCU, Bartlesville, Oklahoma
- ▶ The O. C. Postal FCU, Oklahoma City, Oklahoma
- ▶ Tulsa Bell FCU, Tulsa, Oklahoma
- ▶ Tulsa City Lines Employees CU, Tulsa, Oklahoma
- ▶ Tulsa FCU, Tulsa, Oklahoma
- ▶ Tulsa I. A. of F. F. CU, Tulsa, Okla.
- ▶ Will Rogers FCU, Will Rogers Field, Oklahoma





# Can We Be Too Big?

*The history of both management and labor offers credit union movement valuable lessons and warnings as it grows in size*

by Norbert B. Hunter

**P**OWER and size are generally accepted by the human mind as natural concomitants. The most powerful men are those who actually or theoretically own or control masses of wealth or money.

That "power begets power" is so trite a phrase as to deny all refutation is usually agreed. It follows, therefore, that growth in size would normally extend power in direct ratio to the increase.

The history of man tends to demonstrate that power has seldom been used to the benefit of the common person. There has been and is a definite appendage to power which causes those in possession of power to think of themselves as demi-gods who must control the thinking, the habits, the customs, and the laws of mankind.

The current global war is an explicit illustration of this fact. Men in possession of undeniable power have ruthlessly destroyed the fundamental rights of humanity in an inordinate desire to extend their power.

The enactment of anti-trust laws in this country is the direct result of power attempting to exceed its limitations without regard to the prerogatives of the individual.

## Management

Industrial and commercial magnates and their minions, by their unscrupulous manipulation of wealth, created power for themselves which was used to further their own selfish interests at the expense of their fellow-men. This artificial might concentrated in the hands of a few naturally evolved into a definite and measurable influence and control over the very lives of all with whom those in power came in contact.

The owners and managers of com-

Norbert B. Hunter is treasurer of the Dayton (Ohio) Firemen's Credit Union, a director of the Miami Valley Chapter Credit Union, and vice-president of the Miami Valley Chapter. He has also served on the supervisory committee of the firemen's credit union.—Photo by James N. Keen for Journal-Herald Pub. Co.

merce and industry exploited labor, exploited consumers, exploited borrowers, exploited land and exploited natural resources to so disgraceful an extent that it became necessary to find means to restrict and to govern their power.

Notwithstanding the fact, however, that anti-trust and anti-monopoly laws are in existence, the gigantic corporations demonstrated the power which they had developed thru buying up their competitors by proceeding to the next logical step. They bought legislatures and courts in flagrant violation of the Declaration of Independence and the Constitution.

So power begot power.

## Labor

In a naturally salutary effort to combat the increasing might of capitalistic groups, militant labor leaders organized working-men into powerful unions which voiced demands that the common rights and privileges of the laborer be recognized.

In their turn, labor unions grew in strength until they forced industrial and commercial management into written agreements protecting the working class from the evils and abuses which the laborers had suffered and against which they were individually unable to protest.

The unions grew in size and so, in direct ratio, in power. Once again power begot power; and, again, as was true of the capitalists, this power was and is not always wisely used.

Directed by men as short-sighted as many of the reactionary managerial leaders, labor unions in the late few years have often resoundingly collided against the solid wall of public opinion.

Labor leaders, in their efforts to achieve morally right ends, employed the power behind their organizations in the wrong means. They influenced legislation with lobbyists. Their massed voting strength came to be feared by politicians who carried their favor.

It is thus demonstrated that the massing of either wealth or men into formidable groups is productive of

power beyond the reach of individuality. It can also be clearly seen that this increment of power unfortunately develops into its use as a coercive instrument.

## Paternalistic Evil

Seldom in the history of mankind has power been used in a benevolent manner. Even if it were, the taint of paternalism would be obnoxious to a liberty-loving American who cherishes his right to freedom of choice above his life.

That monopolistic power in industry has become a definite threat to the American theory of life is recognized not only by long-haired radicals but also by clear-thinking men who formulate this country's editorial opinions.

Mr. John K. Jessup, chairman of a committee of Editors of Time, Inc., publications (which includes TIME, LIFE and FORTUNE magazines, none of which could possibly be considered radical) which for almost two years studied the domestic and foreign problems confronting the United States, wrote in the September 13, 1943 issue of LIFE, page 114, "But many business units are too big for their own good" and again "We can oppose unnecessary gigantism, and ask corporations to prove that they need to be as big as they are."

Mr. Jessup's entire article is a sane attempt at constructive criticism of the errors and misconceptions into which our American mode of life has drifted. His critique is not concentrated on big business and does not hesitate to include our governmental and legal structure or the individual American's thinking.

Quite aside from the purpose of this article, to substantiate which the above quotations were given, Mr. Jessup's disquisition is heartily recommended to all credit union members and leaders.

To continue this thesis, then, it is well to consider the recent and continued censured judgment passed by the secular press against the injudicious operation of labor unions. In



their turn, these unions became the target of the logic of circumspect men.

These latter, recognizing the inherent evil of might concentrated in whatever hands, as zealously opposed the perversion of power by the unions as they had that by the capitalists.

### Two Specific Inferences

From the foregoing, then, two specific inferences may be accepted. First, power beyond the scope of the individual arises from the organization or union of wealth or persons. Second, power thus produced generally begets evils contrary to the spirit of liberty.

**T**HE question, "What connection has all this with credit unions?" will naturally be asked.

Credit unions are parts of the main trunk of cooperative society and not mere branches. Credit unions are rooted in some of the basic principles of capitalism but are also nurtured and watered by the essence of democracy.

The credit union movement is an attempt to solve the economic needs and emergencies of any and all persons who are willing to work together. It is true that some analysts of the movement have stated that there are well-defined limits within which the credit union must operate else it is doomed to failure.

Still others believe, though, that the vast majority of the people of this country have common bonds of association or union inside of which credit unions can be organized, providing that the proper amount of pioneering endeavor, cooperative spirit, mutual enthusiasm and plain, ordinary hard work are shown and exerted to bring success.

A study of the early history of credit unions reveals that there were originally two differing ideas as to the better method of organizing and conducting these cooperative groups.

Mr. Gerald Richardson, in his book, "A B C of Cooperatives," states on page 84, "Schulze-Delitzsch believed in a large, mixed membership drawn from a large area. Raiffeisen, on the other hand, believed in a small membership of one class confined to a small area. Schulze-Delitzsch wanted those in charge to be paid good salaries; Raiffeisen thought that the service should be given free. Schulze-Delitzsch wanted the societies to pay as large dividends as possible, Raiffeisen wanted no distribution of profit. Schulze-Delitzsch was ambitious for the credit society to branch out into a general banking business. Raiffeisen insisted that the society make only the simplest kind of transactions, although it might make long-time loans, repayable by instalments."

On page 85 of this same book, Mr. Richardson further declares, "There are always people who think the society should make money and there are always people who insist that the purpose of the credit union is to do good. It is important to realize that a credit society must do both. It must make money in order to survive and it must do good in order to justify its existence. Neither aim can be lost sight of but when one is emphasized at the expense of the other, the society is headed for trouble."

### Merely an Investment Trust

Can this be interpreted as thinking that a credit union might possibly become so large that it could forget the primary purposes for which it was organized and become merely another investment trust for its more fortunate members?

It can not be denied that during the period when most credit unions were declaring a very attractive dividend, many persons became members solely for the purpose of investing funds. Human nature being what it is, these same persons were, at the very least, disappointed when the current crisis affected the income of practically every credit union in this country with a resultant drop in dividends paid.

It was natural for the directorship of the credit unions to attempt to prevent too heavy a withdrawal of shares by finding some other source of income besides that of interest from loans to members.

Possibly the credit union movement developed too rapidly. Possibly not enough emphasis was placed on an early and thoro education of members in the principles of the credit union. Possibly some credit unions became so large that the very desirable close contact between officers and members was lost. Possibly the operational methods, the functions and the purposes of some credit unions were unduly influenced and unfortunately diverted from true credit union ideals by dissatisfied shareholders.

Is it possible, then, for a credit union to become so large as to lose sight of its primary purpose and, in so doing, to attempt to turn other credit unions, its chapter, its state league and the national association to its way of thinking?

Is it possible that large credit unions on the strength of their size might grow so powerful as to fall into the evils attendant to power as previously recounted?

### Overgrown Mediocrity

Growth and development are natural, human tendencies, but neither the one nor the other, beyond a certain point, have any relation to size.

Agricultural experts appear to be agreed that "Large size in a product is, of itself, of little value. Indeed, excessive size is generally associated with mediocre, if not low, quality." (U. S. Dept. of Agriculture, Miscellaneous Publication No. 433, page 15.)

Cattle raisers, poultry breeders and others concentrate their efforts on quality and quantity and not on size.

The Empire State Building is the world's biggest and tallest, but, for many, many years, 40 of its 102 stories, almost one-half, were empty.

The New York Yankees' baseball team was for several years the most powerful ever known but the fans soon grew tired of watching it win all the time.

### What Is Crucial Point?

The exact point at which a credit union may become too big and powerful is open to considerable debate. Many credit union leaders explain the success of their movement by pointing out that it is due to the fact that the "credit union is run like a club—with most of the members being acquainted with each other—" and that the "credit union—is just a group of friends and acquaintances—."

Is it possible for the members of a credit union which numbers thousands in its organization to be acquainted with each other? Could it be that the officers of such a credit union might adopt too paternalistic an attitude toward the membership in their efforts to enlarge the union and to enter fields for which credit unions were neither established nor in which they are fitted to compete?

As a credit union grows in membership, its problems and difficulties must naturally increase in direct relation. As more and more individuals join, the deposits grow greater and greater until a point may be reached where shareholdings surpass the normal, average demand for loans. This possibility is recognized by Mr. Richardson in "A B C of Cooperatives" on page 101 when he states, "But the problem of investment of funds does not arise until the union becomes fairly large. The usual investment is the main purpose for which the union was formed: to make loans to members."

Reverting to the admitted fact that some persons are attracted to credit union membership principally for investment purposes, it must be certain then, that, all things being equal, as the membership increases still more investment capital will be deposited.

### "One-Vote" Safeguard (?)

So long as the democratic principle of one vote for each member regardless of the amount of shareholdings re-

mains basic in credit union practice, it will theoretically prevent investing members from exerting undue influence over credit union operations. Cynicism has dictated the insertion of the word, "theoretically," in the foregoing. American politics are also supposed to be conducted on the one-vote principle. There is no need here for a lengthy discourse on the fact that poll taxes, vote-buying, power politics and dishonesty have often made a travesty of the American ballot.

On page 7 of the January, 1944, issue of the *BRIDGE*, Mr. Joseph E. Blomgren of the Federal Credit Union Section cites the policies of two different credit unions to further his argument that "Dividends Can Be Your Enemy." Credit Union B, in his article, because of "a desire for substantial dividends on the large shareholdings of a relatively few members led to the policy of drastically restricting the ability of other members to save in the credit union."

Further on the article continues, "... the desire for high dividends by those in control has resulted in blocking saving ..."

If Mr. Blomgren's "Credit Union B" is only a hypothetical example, at the least it serves to prove that other minds are seriously considering the possibilities as thus far herein outlined. If "Credit Union B" is an actuality, the conclusion that these possibilities have evolved into facts is inescapable.

Consider one phrase in the last quotation above—"... by those in control ..." According to credit union theory, this should mean the members. It refers, however, to a relatively few members with large shareholdings.

To return to propositions previously advanced, Credit Union B, whether imagined or real, lends substance to the implications that power beyond the scope of the individual arises from the organization or union of wealth or persons and that power thus produced generally begets evils contrary to the spirit of liberty.

If this can happen in one credit union, can it happen in others? If it happens in others, can this particular group form an organization powerful enough to attempt to divert credit union philosophy from its purpose?

### Monopoly Control Possible

Mr. Roy F. Bergengren, on page 37 of his book, "CUNA Emerges," says, "We find, therefore, some individuals in credit unions who are using them solely as an attractive investment for appreciable funds. A credit union is better off without the money of any member who is thinking of the credit union only in terms of excessive return." (Italics are Mr. Bergengren's.)

This would appear to be emphatic recognition of the fact that it is possible for a few investing members of a credit union eventually to control the credit union's policies in an undemocratic manner. If this can happen in a single credit union, can it happen in a group or groups of credit unions which might become mere investment trusts operated for and influenced by a few powerful members?

Statistics concerning federal credit unions published by the Federal Deposit Insurance Corporation as of December 31, 1942 reveal that 17.6 percent of the credit unions have 53 percent of the members and 68.8 percent of the assets while 82.4 percent of the credit unions have only 47 percent of the members and only 31.2 percent of the assets.

If this trend continues, is it possible that a small minority of the larger credit unions may eventually dominate the entire movement with detriment to all? This is no accusation, but a possibility which it may be well to consider.

Would it, perhaps, be wise to divide the membership of large credit unions into smaller unions in order to promote the spirit of competition and to provide the various officers with a better opportunity fully to serve the members by means of closer contact with and more thorough knowledge of the individual? This is no dictum, but a question offered for discussion.

### The Real Job

This, however, is creed, "The real job of the credit union is to prove, in modest measure, the practicality of the brotherhood of a man." (Roy F. Bergengren.)

This is creed of such simplicity as to reverberate among the hollow sophistries of pseudo-economists and the subtly fallacious chicaneries of self-styled humanitarians who loudly proclaim their sympathetic belief in the inalienable rights of the individual as guaranteed by the United States government and yet exploit that same individual to the limit of human decency and endurance.

The brotherhood of man admits of no power exercised at the expense of another. It is the duty of every credit union leader to foresee and to forestall any suspicion of a rise of such power within the credit union movement.

### Keep Power Under Control

In conclusion, it is sincerely hoped that these words will not be construed as a quixotic attempt to tilt at windmills. By the same token, they are not to be explained as pessimistic evidence of a professional "viewer-with-alarm." These words are honest in their

effort to prevent a recurrence of the evil into which power seems inevitably to lead. In the end, all unnatural power has never been able to sustain itself against the one natural power, the power of public opinion; and favorable public opinion is necessary if the credit union movement is to achieve the high ideals to which it aspires.

## Coming Events

May 5-6-7—Iowa League annual meeting, Des Moines.

May 6—Minnesota League annual meeting, St. Paul Hotel, St. Paul.

May 6—Michigan League annual meeting, Book-Cadillac Hotel, Detroit.

May 6—West Virginia League annual meeting, Onized Club, Fairmont.

May 10-11—Cuna Executive Committee, Loraine Hotel, Madison.

May 11—Cuna Mutual Board meeting, Loraine Hotel, Madison.

May 12—Cuna Supply Board meeting, Loraine Hotel, Madison.

May 12—Cuna Mutual Insurance Society annual meeting, Loraine Hotel, Madison.

May 13—Cuna Supply Cooperative membership meeting, Loraine Hotel, Madison.

May 13-14—Cuna annual meeting, Loraine Hotel, Madison.

May 20-21—Wisconsin League annual meeting Hotel Pfister, Milwaukee.

May 27—North Dakota annual meeting, City Auditorium, Bismarck.

June 9—New York League 24th annual convention, Syracuse.

June 16-17—Oregon League annual meeting, Imperial Hotel, Portland.

June 23-24—British Columbia League annual convention, Vancouver.

July 3—New Brunswick annual meeting, Provincial Normal School, Fredericton.

## Excess Bond Coverage

In order to enjoy the benefits of Cuna's excess bond coverage the amount of primary bond coverage which member credit unions are required to carry on their treasurers has been raised from 10 to 15 percent of assets as of the previous December 31. This is effective on the anniversary date of present coverage and on all new policies.

Many credit union supervisory authorities already require 15 percent primary coverage, and Cuna has long recommended it, so this new excess coverage condition, dictated by the increased costs of providing the insurance, is thought to provide no undue hardship.





# Dear Friends

Inductee Al Watkins, Louisiana League managing director, gives graphic picture of first days in army, in circular letter to civilian friends.

## DEAR FRIENDS:

Each of you said one thing in common when I left, which was, "Let us hear from you." There were many of you who helped in so many ways when it became time to go and I want to thank you all again. You are mighty fine folks.

The first stage in army life was at the Reception Center (Camp Beauregard, Alexandria). The first stage is called "Processing." We were issued temporary dog tags, the kind of cardboard you tie on a package. We put the string around our necks. On it was mimeographed the various steps which were checked as we proceeded, such as: Clothing issue, allotment for family, government bond deductions, insurance, aptitude tests, interview, inoculation, listening to educational talks, films and Articles of War, and official dog tags of metal. Then we spent our time on K. P., on guard, on cleaning, or the many other details of work.

Considering the job that has to be done, it seemed to me the Army officers were real men trying to treat the men considerably.

I was privileged to a day of K. P. We were up at 3:00 A.M. and finished at 8:20 P.M. During that time I was soaked from carrying trays of dishes for the washer following each meal, and we scrubbed the kitchen four times, once with lye water, and polished all stoves and mixing machines on the heads of the screws even. As far as I am concerned, the Army keeps sanitary. Food is served on a large aluminum tray with pockets about a half inch deep. The cooks can throw a spoon of anything in one as you snap by. The chow line really moves. As for me, it is good food—no steaks, however. Today's dinner was ham, string beans, mashed potatoes, lettuce salad, carrots, bread, cake, ice cream and lemonade. I have not been weighed but should not be surprised if my weight is up five pounds. The only worry to affect weight is getting in the right place at the right time, remembering what you are told once

from there on. There is little time for anything else if you write a few letters regularly, and I'll tell you more of the attitude I find later on.

## Destination Unknown

When we were to be transferred to our training camp, which was determined by our classification and needs—we were called out by name while in formation, which is called numerous times during the day. We had to pack, then be checked and all be put into 1-A shape. It took all day; and we were grouped into movements according to destination. None of us knew where we were going. We soon were on a bus and then to a pullman. Two of us occupied one berth. The main question was, "Where are we going?" It is something to get on a train with destination unknown.

We were called at 5:00 P.M. to disembark at Gladewater, Texas, and soon everyone knew it was the Infantry Replacement Troop Training Center at Camp Fannin, Texas. We found a group of well-trained and efficient Army officers that started giving us extra training until the regular cycle would start on the following Monday. The attitude changed at this point especially. The men soon found out the men in this camp were getting seventeen weeks basic, one week furlough, from which they reported to Camp Orde, California, or Camp Meade, Maryland, for embarkation. The fellows on the whole begin to put in what they got into learning. They don't want to do things backwards on the battlefield. And, believe me, we talk things over and ask questions by the hour from a fellow who has had this or that training, and we have found there is plenty to learn. They show training movies, and we get used to the mess of battle first through pictures and stories. We find there is much conditioning to do. Carrying a helmet for the first time soon will tire the neck till you wonder where your head will drop. The lungs must be developed to breathe through a gas mask for an extended period of time. Ap-

parently this is an important piece of equipment. Then we must learn to live on the go day after day. One of the boys was complaining about the over-size of shoes. The officer asked him to come back after the twenty-mile hike and he would check it then.

There is, of course, some stealing and gambling, but so far very few of our men participate in such pastime. The biggest pastime is writing letters. You will see a whole string writing what they can in the few minutes they have following hoon chow. A fellow who arrives at the last of a mail call finds it hard to wait to the next to see if he missed a letter.

## Army Friendships

Army friendships grow in Professor Whatasnozzle's magic of the funny paper. It is: "What's your name? Where are you from? How long have you been in? Are you married? How many children do you have? What did you do as a civilian?" And then soon: "Shall we do this? What about this?" and as mail comes you soon know him and he knows you, and you are buddies. It may be a shoemaker, a farmer, a truck driver—all now get \$50 a month, all wear the same clothes, and we work together for winning this war. It is a little grim at times; we try to see the funny side of being baptized by fire or having a tank drive over our foxhole when it's raining, etc. Many of the jokes and discussions are seriously carried on, for underneath we are really conditioning our minds to face the real thing. There is no kidding inside that some of us will not likely come back; that some wives must be great soldiers on the home front; that we must all die sometime and somehow, and if this is it—to be mentally as ready as possible.

## Serious Business

We do not see any change that may change the routine of training and shipping, and so we think in terms of going. The folks at home ought to think this over also. I doubt if many soldiers want to lose life to give



Americans a special privilege over other people; or to make other people slaves, or to make special privilege for a few Americans. More than anything it seems we want our share, equality of privilege, equality of consideration, and to finally eliminate war. The dying Americans merely give the living Americans power and influence, and a privilege to carry on efforts to bring about worthy accomplishments. I hope you think this is serious business.

I would like to show a lot of Credit Union treasurers, directors and committeemen many a scene from camp life. When you see what an admirable bunch the mass of these soldiers are, what they are sacrificing, how serious they are taking the protection of our present privileges—it reminds me of the weak and half-hearted efforts to solve the needs of these men at home. Believe me, it is a privilege to make America great through little efforts earnestly given. Well, I hope you folks put more fire under this Credit Union movement, and the development of the general welfare.

Our past associations certainly provide me with many rich memories, and I wish you more happiness for the future.—Most sincerely, Al Watkins.

### In New Zealand

The first credit union in New Zealand, the Manchester Unity Credit Union, ended its first year with assets totalling £3,809:18:6 (over \$15,000). It paid a four percent dividend on the year's operations. The total membership was 493.

Mr. J. L. Stewart, secretary of the sponsoring organization, the Manchester Unity Independent Order of Odd Fellows (New Zealand) Friendly Society, writes, "As we were the first of these bodies to register we have been called on largely by other similar institutions for information as to our experiences, and it has been a pleasure to give this whenever it has been required."

Details of the launching of the New Zealand credit union movement are given in the article "American Credit Unions Reach Out Hands Across the Sea," October 1943 BRIDGE, page 223.

### Additional Inspector

An additional inspector of credit unions has been appointed to the staff of the Registrar of Credit Unions in Saskatchewan, as a result of the expansion of the movement in the province.

The position is being filled by C. A. Snell, formerly an accountant in the Livestock Branch of the provincial Department of Agriculture.

### Fifth War Loan

The Fifth War Loan will undertake to raise an "urgently needed" fund of \$16,000,000,000 between June 12 and July 8.

This is \$2,000,000,000 more than the goal set for the Fourth War Loan, but \$730,000,000 more than actually received in that drive.

THE BRIDGE is cooperating with The National Publishers Association in its effort to have all magazines feature a war bond on their covers during the drive.

### Acting Managing Director

L. M. Chatelain, a director of the Louisiana Credit Union League, has been named acting managing director while Managing Director E. K. Watkins is in the Army.

### Hood Resigns

Hassel Hood has resigned as managing director of the Tennessee Credit

Union League, effective May 1, to accept a responsible position with the Higgins industries in New Orleans.

### Senator Vaillancourt

Cyrille Vaillancourt, president of the Quebec Credit Union Federation, has been appointed to the Canadian Senate.

"The appointment . . . will meet the general approval of co-operators throughout Canada," writes THE CO-OPERATIVE CONSUMER. "It might be construed as an acknowledgement of the national importance of the co-operative movement."

Senator Vaillancourt has been connected with the credit union movement since the days of Desjardins. He was active in the organization of the Co-operative Society of Beekeepers, and the Society of Maple Sugar Producers. He is a director of the REVUE DESJARDINS and also ABEILLE ET L'ERABLE (THE BEE AND THE MAPLE).



Planes purchased by New York credit unions' support of war bond program. Reading clockwise: "Albany Credit Unions," "Rochester Credit Unions," "Syracuse Credit Unions," "Utica Credit Unions," "Buffalo Credit Unions," "New York Credit Unions," "Schenectady Credit Unions," "Corning Credit Unions," "Niagara Credit Unions," "Jamestown Credit Unions," and "Cuna New York." Total sales, four million dollars—eleven fighting ships.

## The Top Ten

The Waukegan Co-operative Credit Union, Waukegan, Illinois, reports a score of 42 on the rating sheet entitled "How does YOUR credit union rate?" in the January BRIDGE. This brings the credit union into the top ten.

The top ten, at present writing, are:

- ▶ Edbro Credit Union, Raleigh, North Carolina; 76.
- ▶ Cudahy Brothers CU, Cudahy, Wisconsin; 74.
- ▶ Studebaker Employees FCU, South Bend, Indiana; 62.
- ▶ Rochester Postal Employees CU, Rochester, New York; 60.
- ▶ D. P. & L. Employees FCU, Dayton, Ohio; 58.
- ▶ Arapahoe County Teachers CU, Englewood, Colorado, 54.
- ▶ Englewood FCU, Englewood, Colorado, 46.
- ▶ Bilt-Well CU, Dubuque, Iowa; 42.
- ▶ Waukegan Co-operative CU, Waukegan, Illinois; 42.
- ▶ McCormick Twine Mills CU, Chicago, Illinois; 28.

(Can your credit union pass any of these? If it couldn't earlier, perhaps it can now. See January BRIDGE; p. 5.)

### Treasurer TIP

Some treasurers find that members are more apt to have their deposit slips filled out ahead of time if a deposit slip is enclosed with the passbook when it is returned to the member after each transaction.

### Educational Committee TIP

Many credit union members undoubtedly have long outstanding loans against pension funds and insurance policies. It is of course very important that these funds be freed of this debt, and very easy to neglect to do so, especially in normal times.

Anything you can do in your educational and publicity releases to get your members to wipe out these obligations at this time, perhaps with credit union loans, will be an important service.

Also, have you had a chance to use the Loan Packet of educational ideas provided by Cuna Educational Services, Madison 1, Wisconsin? It may be borrowed for 30 days, free of charge.

# On Buying War Bonds

*"Buy War Bonds, but use your head in so doing"*

by John M. Michener

THERE are three main reasons given by our government officials for buying war bonds. The first one is to provide the money to pay for the expense of the war. The second one is to decrease the possibility of inflation and the third one is to create for the buyer a nest egg of savings for the future.

All of these causes are worthy. When you buy bonds, see to it that your buying contributes to at least one of these results, better if it helps to obtain more than one of the results. In our drives to obtain war bond quotas, sometimes we force a person to buy a bond when his buying does not contribute to any one of these results, in fact proves a hindrance.

Now the possibility of buying a bond being a detriment to our economic well-being probably is new to some of us. So let's have some examples. A person who draws out his savings in his credit union, savings bank, building and loan association or other savings institution to buy war bonds is not creating a nest egg of savings for the future. That is obvious. He had it already. Also he is not warding off the possibility of inflation, because inflation could be caused by him only by spending that money for goods and that was not his alternative to buying bonds. Nor is it likely that the buying of the bond paid for any expenses of the war. In these days most savings institutions have their surplus money in war bonds themselves. Most credit unions, for example are probably like the writer's, practically half of our assets are in bonds. We have on hand and in the bank only about enough cash to carry us along normally. If we had large withdrawals we would have to cash some of our war bonds. The same is probably true of many other credit unions and other savings institutions. The change would really be a loss to the government, as it is cheaper for the government to sell one \$1,000 bond, Series F or G, than to sell, say 20 \$50 bonds, Series E, as the book-keeping expense is less and the rate lower in the first case.

Of course, if you have left your

savings in a hole in the ground, then your purchase would help to pay the expense of the war, but not likely otherwise. What the government wants is that bonds be bought out of current savings. That helps all three purposes.

Bonds bought now out of current savings but cashed within a few months are bad. The cashing in of the bonds has cancelled out all the good results of the buying of them and cost the government quite a bit of expense.

Bond buying should be a long-time investment.

Likewise the loaning of money by a credit union to members to buy bonds seems to the writer to be of little help to the government. It does help the credit union as it brings in some interest. However, it does not help the borrower, as he is paying out unnecessary interest. Such loans are not for productive or provident purposes. We can see only one justifiable reason for such a loan. If pressure is exceedingly great upon an individual to buy bonds so as to obtain a quota, then to relieve the pressure, the credit union might well make a loan to buy bonds.

Remember also buying bonds does not go well with not paying your bills or debts. If you used the money spent for bonds in paying your debts, then your creditor could use the money for bonds. And you have just as assuredly created a savings for the future. When you create a debt to buy a bond, you are just a little worse off than you were previously. On the contrary, if you use your savings to pay off a debt instead of buying a bond, your credit is better, your savings are a little more, and your creditor is better fixed, and the whole economy of the country is a mite better. Of course, this whole reasoning is off, if you never intend to pay the debt.

So buy bonds, but use your head in so doing. Pressure and emotionalism are not good guides as to how much you should buy.

## Service Notes

R. C. Joyce, former president of North Dakota Credit Union League, is attending Army Administration classes in Washington, D.C.

Milton Holtan, managing director of the league, is in overseas service of the nation.

John M. Michener is president of the Kansas Credit Union League, treasurer of the Kansas Federal Credit Union and of the Wichita City Teachers Credit Union, and editor of the *Kanbraska Credit Union News*.

# Tim Takes Issue

*"I think we should stick to our knitting, and not go flying off on any of these high-and-mighty tangents"*

by Clifton Graham

**I** DON'T agree with you at all, Hank," objected Tim Barnes. "I think we should stick to our knitting, and not go flying off on any of these high-and-mighty tangents. Our business is to provide our fellow workers a thrift and loan service, and we should stick to that. If we go sticking our neck out on these controversial issues, we're pretty sure to get a swift kick for our pains, and do the credit union more harm than good. I feel very strongly that we should confine the material in our bulletin to simple publicity for credit union services."

"I agree with you, Tim, emphatically," said Sam Myer, and indeed he spoke emphatically. Henry Merkle, chairman of the educational committee had introduced a turbulent note into the monthly meeting of the ABCo Credit Union's board of directors.

"Just a minute," interposed President James Brownell. "Before we get too deeply inbedded in each other's hair on this issue, let's have Hank explain a little more precisely what he has in mind. Personally I think there is considerable merit in his point of view. I feel that credit unions have not only the opportunity and the responsibility of encouraging their members to develop their social consciousness. I feel that they also have a very urgent interest in seeing that they do so. We must remember that the coming of Hitler meant the death of credit unionism in Germany. And we cannot afford to assume that 'it can't happen here.' But go ahead, Hank. You carry the ball."

## Hank Carries the Ball

"Well, here's how I see it. While I believe, without reservation in the importance of our maintaining strict neutrality on such matters as politics and religion, I am equally convinced that we should throw all the weight we can muster in support of certain basic principles.

"For instance, there is an alarming upshooting of racial prejudice and intolerance in this country at the present time. Recently I heard a very

clear thinking German refugee, not a Jew, say that the feeling now being expressed here against minority racial and religious groups is very similar to that expressed in Germany about ten years ago; that we appeared to be following in Germany's footsteps.

"Now, I don't have any illusions as to how much our bulletin can accomplish in combatting this trend. Nor do I think we should take to sermonizing on any subject. That would just defeat our purpose. But I do believe that by inserting a quote or two about tolerance and by reminding our members that this war is against all forms of intolerance, we may do some good. Certainly a basic credit union principle is expressed in the ideas 'service to all mankind' and 'the brotherhood of man,' and certainly we have the responsibility of making that clear to our members, not only for their own sakes, individually, but for the sake of the democracy for which we are now fighting.

"I feel with all my heart that as a credit union, as well as individually, we should fight this trend toward intolerance with all our might, because the life of our credit union and all other democratic institutions is involved.

## Better Civic Action

"Then there is the matter of getting our members to realize the importance of participating in all civic elections, national and local. Here again the survival of democratic organizations like the credit union depends upon the survival of democracy itself, and the survival of democracy depends upon the full participation of its citizens in the solution of its problems. Therefore I feel that we must do all we can to get our members interested in our civic problems, and to get them to go to the polls regularly. As a credit union we must not support particular candidates or parties, but we must promote truly democratic action.

"Also we might encourage our members to write regularly to their

representatives in the state and national legislatures, not to ask for personal favors, but to make known their will on important issues.

## War Support

"And of course, there are the many urgent war messages the government is anxious to get to all citizens as forcefully as possible. I assume we are all agreed that we should help as much as we can to see that these messages are given maximum attention by our members . . .

## Better Buying

"I admit that when we come to giving advice on better buying practices, we are treading on ground that may stir up critical and even disrupting feeling. People don't like to be told that they are paying three prices for a box of highly advertised talcum powder, of no better quality than they could buy at the five-and-dime; and of course some short-sighted business men object to having them so told. But I am sure that most people will agree that the more our citizens are able to get for their money the better off they will be, and the happier and more successful our country as a whole will be. Certainly we credit union people are interested in showing our members how to make their money go as far as possible.

"I don't think we should make the bulletin ape any of the buying guides, and I have no intention to push any particular brand of any company. But I do think we could very well include general tips to guide members in making their own choice, and thus get them to be more careful in all their business transactions. I know from my own experience that I save many dollars every year since I have been reading Consumers Guide reports and other objective buying guides. I have nothing against advertising as such, but I am sure that much of our current advertising should be supplemented by more objective information. That is especially true in the case of credit union members who must make every penny



count. It doesn't do them much good to save a few dollars on a credit union loan, if they dissipate the money saved by paying too much for the goods they buy. We are not fulfilling our full function of providing the way to economic betterment, if we do not warn them against doing so.

### Not Radical, but Conservative

"But there, I've already talked much too much. I realize that all of you don't feel as strongly on these things as I do, and that Tim and Sam here, and perhaps the rest of you, consider me a radical. But really I am conservative. I am exceedingly anxious to preserve our democracy for I dread all kinds of dictatorships, especially since I've seen what Hitler has done. But in order to keep the democratic benefits we have, we, the people, must be forever sure that we rule in fact as well as in name. We mustn't be lead by high-sounding phrases and advertising slogans. We must look out after our own interests in the market and in our government halls. We must buy intelligently and vote intelligently, and see that our representatives really represent us.

"In any government there is bound to be unscrupulous persons, who are anxious to exploit the people. We must help our credit union members to be on their guard against such persons who certainly exist among our business men and politicians. That is what I want our bulletin to do.

"Of course I realize that we must be very careful how we present our message. We must be absolutely fair and reasonable. And we must have due regard for the dignity of the credit union and not go off half-cocked on any issue. I always go over the material for every issue with Jim as well as with the members of my committee, and I would be glad to have any of you look it over too. In fact, I would genuinely appreciate having your advice."

"Does that convert you, Tim, or do you still think we should make our bulletins bids for credit union business?" asked the president.

### I Must Confess

"Well, yes and no. I still think we should leave the propaganda out, and leave it to other organizations, but I must confess that Hank has softened me up a bit toward his side of the question. I'm willing to withdraw any opposition to his program, subject to future developments. I have no particular objection to anything he has printed so far. I just thought his point of view as he expressed it in his report covered too much ground for us as an organization, if not as in-

dividuals. But, as I say, I'm beginning to see that he has a point."

"If there are no other objections or comments, I guess we shall let Hank proceed as he has outlined, subject to future review, Jim announced. "Is there any other business to come before the meeting?"

### Membership Drive

"I was just wondering about two of the committees we appointed last February," spoke up Mary McCoy. "I know the membership committee is working, in fact its report tonight was very gratifying. But is it making plans for the annual membership drive next fall? Even though we are constantly working for new members, I think we should not neglect to participate in the drive, and put on a special campaign at the time. No matter how well we are doing during the year, the drive should provide a fresh impetus to our efforts. Has the committee made any plans for this, Bill?"

"Yes, Mary, it plans to participate, we were just discussing it at our last meeting, very tentatively, I'll admit, but we'll have something more definite to announce in a meeting or two."

### Nominating Committee

"Fine, Bill; then there is our nominating committee. You'll remember we appointed it the first of the year so that it could be on a year-long lookout for likely candidates, and could keep an eye on the work being done by the present leaders. In this way we hoped to have the best possible candidates brought in for our next election. Do you happen to know whether the committee is on the job, Jim?"

"I'm not too sure, Mary. It's had one meeting I know, but I'd better check with Milt the next time I see him. Thanks for reminding me . . . . Is there any other business . . . . In that case I declare the meeting adjourned."

Hank Merkle went home greatly reassured. He had no doubt that the credit union would as a result of the decision he had won that night become of increasing benefit to its members.

Tulsa Teachers Credit Union puts THE BRIDGE in all school libraries; feels it gets its money's worth.—Linnie B. Wilson, treasurer of the credit union.



### They All Belong

Mr. and Mrs. Harry Monn and their children, Larry, Janice, Harriet, Donna, and Richard, are all members of the Waynedale Community Federal Credit Union, Fort Wayne, Indiana.

Thanks to this credit union the Monn family has been able to get itself free from a pile of depression-time debts, and is on a cash basis. The credit union is a particular source of satisfaction to Mrs. Monn now, since her husband has just entered the armed forces.

This credit union has won an esteemed place in the regard of the whole community, both because of its thrift and loan service, and its strong support of the war bond program.

# To Thee We Sing, America

To thee we sing, America,  
Of your people,  
Of your strong and patient people,  
Who have built you from their dreams  
of a free nation,  
Who have tamed the wilds and tilled  
the soil,  
Who have made you what you are—  
Their country,  
Their home.

*Land where my fathers died:  
Land of the Pilgrim's pride.*

WE sing of a mighty nation,  
"A perfect union, one and inseparable"  
United by  
the pioneer, the colonist,  
the immigrant, the citizen,  
An endless stream of pilgrims  
"Whose stern impassioned stress  
A thoroughfare for freedom beat  
Across the wilderness"  
Steadily moving westward in wagon  
trains,  
Over vast plains, across deepening  
streams,  
Through virgin forests, up rugged  
slopes, along the trail,  
Seeking adventure, gold,  
New lands, new homes,  
And through the rhythm of tramping  
feet  
We hear—  
"Go West, young man!"  
"Pike's Peak or bust!"  
*My native country, thee,  
Land of the noble free,  
Thy name I love.*

WE sing, America,  
Not of war torn desolate land,  
But of sunshine, happiness, freedom,  
peace;  
Of noisy, bustling cities  
With their canyons and towering  
buildings  
Like giants, stretching their arms to  
the sky;  
Of peaceful, quiet towns  
With their church steeples gleaming  
against the heavenly blue:  
Of farms nestled among the hills  
With orchards bending low with  
ripened fruit;  
Of fertile prairies, golden grain, ver-  
dant meadows,  
And lengthening rows of furrowed  
land;  
Of tall mountains with silver peaks  
Surrounded by green forests  
Reflected in tranquil lakes  
Disturbed only by the splash of fish  
Or the call of the loons;  
Of winding trails and endless high-  
ways



## A Ballad

*To Thee We Sing, America* was written by the seventh-grade pupils at Elm Place School, Highland Park, Illinois, as their group expression of what America means to them. It grew out of the inspiration received from studies of American history, literature, art, and music. *The Bridge* reprints it from *Education for Victory*, official biweekly of the United States Office of Education, because it is a genuinely moving patriotic poem. It expresses a high degree of group thinking, and feeling, and skill—and is thus of special interest to cooperative-minded credit unionists.

Strung over the land like spider webs;  
Of pounding oceans and crested  
breakers  
Crashing over the rocks,  
A land of wealth and beauty.  
*I love thy rocks and rills,  
Thy woods and templed hills,  
My heart with rapture thrills  
Like that above.*

WE sing, America,  
Of a country  
Where there is liberty, and justice for  
all,  
Freedom to worship before white  
altars,  
Burning candles, a shining cross, or a  
glittering star,  
In quiet solitude;  
To talk peaceably with friends or  
shout amid the rabble;  
To write for a cause or write against it;  
To cast a vote in secret or to discuss it  
openly;  
To march proudly beneath the flag  
and respect it.  
*The Star-Spangled Banner  
Long may it wave  
O'er the land of the free  
And the home of the brave.*

WE love to live, America,  
In clean, fresh air;  
To enjoy the songs of birds,  
The ripple of brooks,  
The fragrance of blossoming trees,  
The smell of good, brown earth.  
The coolness of green grass,  
The warmth of summer rain,  
The splendor of autumn trees,  
The glow of an evening sunset.  
We love to sing

Of your beauty in "America the Beau-  
tiful,"

Your faith in "Battle Hymn of Re-  
public,"

Your North in "Yankee Doodle,"

Your South in "Dixie,"

Your bravery in "Praise the Lord and  
Pass the Ammunition."

We love to work

Without fear or want

Among men of all nations—

Whether English, Italian, Russian,  
Greek, or

Irish, German, Swedish, Slav—

Who with head, heart, and hand

Have labored long

For you, America.

They have dug the ditch; built the  
tower;

Run the factory; drilled the well;

Bridged the river; built the dam;

Laid the rail; strung the wire;

Flown the plane, and turned the  
wheel of progress,

Using the gifts of

Franklin, Edison, Bell, Morse,

All with the will to work.

*My country, 'tis of thee*

*Sweet land of liberty*

*Of thee I sing.*

To thee we sing, America,  
Of your patriots and orators,  
Statesmen and heroes  
Whose stirring words have echoed  
through the ages  
And been remembered.  
Through the tumult of wars,  
Or the prosperity of peace,  
We heard them shout—  
"Give me liberty or give me death!"  
"Liberty and Union, one and in-  
separable!"  
"Millions for defense—not one cent  
for tribute!"  
We heard them say—  
"With malice toward none; with  
charity for all."  
"The world must be made safe for  
democracy!"  
"Believe in the brotherhood of  
man."  
And we repeat their words—  
"All men are created equal!"  
"One nation, indivisible, with liberty  
and justice for all."  
"My duty to my country to love it"—  
*From every mountain side  
Let freedom ring.*

WE sing of a great republic  
"A government of the people, by the  
people, and for the people,"  
People who were willing to serve;  
People who were willing to die,

Washington at Valley Forge,  
 Perry on Lake Erie,  
 Lincoln at Gettysburg,  
 Dewey in Manila Bay,  
 Pershing in the Argonne,  
 MacArthur on Corregidor,  
 Roosevelt at Casablanca,  
 People who are eager for peace;  
 People who are eager to give  
 Their metal; their rubber;  
 Their scrap; their cars;  
 Their money; their time;  
 Their boys—and shout "V for Vic-  
 tory!"

And hold their heads high as they say,  
 "I will do my duty to God and my  
 country!"

"I pledge allegiance to the flag!"

"I believe in the United States of  
 America!"

*Long may our land be bright,  
 With freedom's holy light  
 Protect us by Thy might  
 Great God our King!*

### 9,960 Model Planes

In making the final report to the U.S. Office of Education, on the Model Aircraft Project for the schools of Hawaii, Ernest L. Hood, Territorial Director of the Project says:

"From March 1942 to December 31, 1943, Hawaii has turned over to the United States Navy 5,960 first class airplane models. In addition to the 5,960 approved models, approximately 4,000 rejected models were released to various branches of the Army.

"In addition to the plans for 80 different planes received from the U.S. Office, Hawaii has cooperated with the U.S. Navy at Pearl Harbor in preparing new plans of 20 models specially needed in this area.

"Because of Hawaii's location in the Pacific war theatre, it is imperative that this project continue until the needs of the Pacific fleet are met.

"The Supervisors in Hawaii's public schools feel that the Model Aircraft Project has not only been a great contribution to the war effort, but also ranks high in educational value. There is little doubt that the accuracy required in model plane construction has improved the quality of work in our shops."

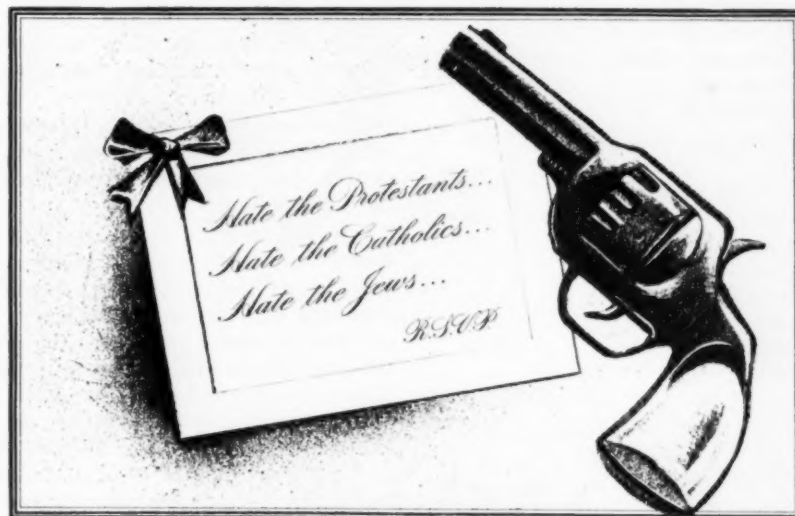
Some statistical information from the Hawaii report is as follows:

Model planes in quota.....	3,200
Model planes approved by inspection committees.....	5,960
Model planes shipped to Pearl Harbor, Naval Air Station.....	5,960
Local schools participating.....	25
Schools completed quotas.....	25
Instructors supervising work....	35
Youths participating.....	5,140

During the early months of the

project, several local organizations such as the Junior Chamber of Commerce, American Legion and Rotary Clubs on the various Islands, cooperated with the Department of Public Instruction in sponsoring the program. In the summer of 1943, five intermediate school shops throughout the city

of Honolulu conducted special classes in model plane construction for 300 boys under the cooperative supervision of the Y.M.C.A. and the Department of Public Instruction. In addition to the public-school shops, many private schools, clubs and individuals contributed models to the project.



## Invitation to Commit Suicide

*This invitation has been delivered in every language, to every country in the world. It is not always signed by A. Hitler. If it were, you would reject it instantly, of course.*

**BUT IT COMES** in whispers across a luncheon table. In conversation among your friends. You hear it, you read it, and God help you, *you repeat it.* And still have no conception of the harm you've done your country, and yourself.

"Look out for the Protestants." "Hate the Catholics." "Attack the Jews." It goes farther. "The workers are loafing." "Capital is profiteering." "The refugees are taking the best jobs." "The farmers are trying to rob you."

Can't you hear Hitler laughing? The more Americans fight each other at home, the fewer he will have to meet on the field of battle.

The more energy we waste hating each other, the less strength we'll have to deal the killing blow to our real enemy.

You recognize how this happens in far away countries. You condemn it. You resent it on behalf of the nations and the innocent people it has destroyed.

The point is, are you *keen* enough to recognize it here in America . . . in your own home town? Are you *smart* enough to reject this invitation? Are you *patriotic* enough to see that your family, your neighbors, the people you work with, reject it too?

If you do this . . . and not unless you do . . . then you have helped America rise to its full stature as a nation fighting for the rights of all humanity. You have helped to win this war, as though you fought in uniform with a bayonet in your hand.

Pledge for good Americans

**I believe in  
 these four freedoms:**

The first is freedom of speech and expression.

The second is freedom of every person to worship God in his own way . . . everywhere in the world.

The third is freedom from want . . . to every nation a healthy peacetime life for its inhabitants.

The fourth is freedom from fear.

**Be American**

**Buy war bonds regularly**



## Why People Borrow:

Health, doctor, dentist, hospital, etc.; 147.  
 Fuel; 102.  
 Taxes; 100.  
 Homes, moving, repair, insulation, paint, redecorating, etc.; 62.  
 Car, tires, trailer, license, accident; 60.  
 Vacations; 58.  
 Furniture; 44.  
 Old bills; 23.  
 Mortgages; bank loans, finance company; 18.  
 Clothing; 16.  
 Cows; 14. Pigs; 8.  
 Gifts; 13.  
 Chickens and chicken coops; 17.  
 Potatoes, fertilizer, seed, horses, farm machinery; 7.  
 Guns; 3.  
 Marriage; 3.  
 Groceries; 3.  
 Bonds; 2.  
 Divorce; 1.  
 Bicycle; 1.  
 Church dues; 1.  
 Reforesting; 1.  
 Union dues; 1.  
 Tuition; 1.  
 Boat; 1.  
 Dynamite; 1.—from *Annual Report of Bull's-Eye Credit Union, Wisconsin Rapids, Wis.*

## It's a Fact That—

▶ The Ford Rouge Employees Federal Credit Union is operated by employees of the largest integrated, privately owned, industrial plant in the world, according to A. D. H. Davis in his book, "The Earth and Man." It covers an area of two square miles; includes 14 miles of roads and 92 miles of railroad.  
 ▶ When RCAF searching aircraft locate stranded airmen, but cannot get to them, a trained pigeon is dropped in a metal waterproof container hitched to a small parachute. The stranded men then send the "paratrooper" bird back with a message on their needs and condition.  
 ▶ Yanks on leave in British restaurants ask for roast beef, Yorkshire pudding, fish-and-chips and home-made scones, while British customers have taken to traditionally American dishes such as cheese with apple pie, and fried chicken and waffles, the British Information Services report.  
 ▶ Australian researchers have discovered a way to treat wool with the juice of the paw paw (papaya, a tropical fruit) so that the processed wool can be worn next to the most sensitive skin without causing irritation.  
 ▶ The latest magnesium flash bombs for taking aerial pictures at night have a peak flash intensity of 170 million candle-power.

## Wise Men Say—

▶ Let no man imagine that he has no influence. Whoever he may be, and wherever he may be placed, the man who thinks becomes a light and a power.—Henry George.  
 ▶ It is better to have no ideas than false ones.—Thomas Jefferson.  
 ▶ Some of the busiest people in the world are only picking up beans they have spilled.  
 ▶ Men are never so likely to settle a question rightly, as when they discuss it freely.—Macaulay.  
 ▶ Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave.—Lord Brougham.  
 ▶ It is not possible to found a lasting power on injustice.—Demosthenes.  
 ▶ "It is too easy to act on the assumption that all consumers have surplus purchasing power; and that the high earnings of some workers in munitions plants are enjoyed by every worker's family. This easy assumption overlooks the 4,000,000 wage earners still earning less than 40 cents per hour, and millions of others whose incomes are almost as low. It ignores the fact that more than four million families have not had an increase of more than five per cent in their income during the last eighteen months. It further ignores the millions of salaried, white-collar workers—the school teachers, the clergymen, the state, county and city officials, the policemen, the firemen, the clerks—whose salaries have remained low, but whose living standards are being cruelly and inequitably slashed by higher food prices. It equally ignores others on fixed incomes—the dependent mother of the soldier boy with her scant \$37 per month, the widow living off the proceeds of her husband's insurance policy, and the old age pensioner.

"These millions are entitled to be protected against skyrocketing food costs. It is my duty to guard them against the ravages of inflation. . . . These unorganized millions must not become the forgotten men and women of our war economy."—President Roosevelt.

## Treasurer Bill Medley Says—

"Many credit union treasurers took the job in the first place because it seemed to offer them a bit of local glory, and then soon got mighty tired of the demands it made on their time, energy, patience and general good disposition.

"However, a wonderfully great number of them soon get their second wind and make the miraculous discovery that unselfish service to one's

fellow men offers satisfactions one had previously never dreamed of."

## Gratitude

"One of our borrowing members, while making the final payment on his loan, mailed us a \$5 check as a gift to be used for advertising purposes, stating that the help he received from our credit union is worth that to let prospective other members know, too.

"The credit union board used the money to pay for an ad in the local paper in an effort to make our credit union known to the people of this vicinity. 'Teach your dollars to have more sense' was the motto used in some of our ads which attracted the attention of this appreciative member once and it was his wish to see it published again for the benefit of his fellow men.

"It is gratifying for the credit union functionaries to hear occasionally from an appreciative member like this, as it is not an everyday occurrence."—WAUKEGAN COOPERATIVE CREDIT UNION BULLETIN.

▶ Also noted by this bulletin was the fact that during 1943 the credit union issued \$56,250.55 worth of American Express money orders.

## Three Qualities

God in creating Man endowed him with three qualities: Intelligence, Honesty, and Selfishness. But God in his wisdom imposed one restriction. A man could possess only two of the qualities. If he were intelligent and selfish he could not be honest. If he were honest and selfish he could not be intelligent. And if he were intelligent and honest he could not be selfish.—Adapted from O. C. Postal FCU News.

## "Managing Director Wanted"

The Michigan Credit Union League is receiving applications for the position of Managing Director. Applicants should send full details as to personal background and credit union experience to Mr. G. P. Farr, President, Michigan Credit Union Magazine, 919 Transportation Building, 131 West Lafayette, Detroit 16, Michigan.

## Income Tax Reports

Information will be released as soon as available about reports required of credit unions under the new revenue act. Reports will probably not be required by May 15, as previously thought, as the form has not been prepared up until April 27.

# "Copy!"

*for your educational  
and publicity program*

CREDIT union officials may find these suggestions helpful in preparing informational material about the services their credit union offers their members. These may be used—either without change or adapted to special uses—in payroll inserts, circulars, blotters, posters, bulletins, advertisements, company house organs, or other appropriate mediums at hand.

The illustrations may be traced on mimeograph stencils, reproduced directly by a photo-offset process, or made into line-cuts for the standard letterpress printing.

Each release should, of course, also contain full directions as to when and where credit union service may be obtained. The name of the credit union, its location, its business hours, and any other helpful information should be given.

► It may also be noted that credit unions and credit union organizations affiliated with CUNA may life any BRIDGE items freely for their publications and releases. *All others should observe the copyright and obtain written permission from The BRIDGE, before using this material.*

Suitable credit should, of course, be given in the case of signed articles and illustrations. The BRIDGE need not, however, be mentioned as the source of the material, although where it seems suitable to do so, this will be appreciated.

The BRIDGE would greatly appreciate receiving copies of any and all publications credit unions issue, so that it may know what credit union people are finding most effective, and so that it may pass on to others good new ideas developed.

**THE BRIDGE—May, 1944**



## Double DUTY

Why not join your credit union now?

It's here to serve you double:  
It'll help you save, and make you loans

At little cost and trouble.

## Lack READY CASH?

A friend-in-need-friend-indeed  
Credit union loan  
Is near at hand, at little cost—  
Just let your wants be known.



## ADVICE TO THE lovelorn!

If lack of funds is blocking  
The road to the altar for you,  
Your credit union thrift and  
loan plan  
Is here to help you through.

# Idea Exchange

SEND YOURS IN—Directors and committees are invited to send samples of their ideas. Send along a note telling how material was distributed, the number, the cost, and the results.



Top: Officers. Fred Erickson, treasurer; Harold Mecherle, president; L. L. Cox, vice-president; Jane Niehaus, secretary.

Center: Directors. Front: Harold Mecherle, L. L. Cox, Jane Niehaus, Fred Erickson. Back:

George Johnson, Reuben Hershey, Julia Reinmiller, Merlin Walker, E. R. Warmoth. Bottom: Credit Committee: Art Ell, Pauline Schmidt, E. A. Breyvogel, Carl Marquardt, W. A. Sherman.

## Keep 'Em — Don't Cash 'Em!

*\* Short of Cash?  
Let Your Credit  
Union Help You!*



Those war bonds you've been buying have helped provide the fire power our fighting forces need. They've helped produce it, helped deliver it because our money has gone into the fight. With the 1943 income tax deadline just around the corner, you might be inclined to redeem some of your war bonds to meet this obligation. Don't do it! Get a loan from your Credit Union instead. Hang on to those War Bonds. They'll be worth par value to you in 10 years. \$18.75 bonds will be worth \$25; \$17.50 bonds will be worth \$25, etc. Pay off your loan in 12 convenient monthly payments, at a rate of interest of only 1% on the unpaid balance. Too, while paying off your loan you'll be building up a share balance, thereby accumulating a dividend that will be paid to you at the end of the year.

Get a loan to pay your taxes, and don't forget—hang on to your War Bonds.

DUKE 204 CREDIT UNION FOR APPOINTMENT—TODAY



To right, above: Supervisory Committee: R. C. Thoele, John Woolledge, Robt. Perry.

Below: Educational Committee: Leon Jaeger, Martha Lucas, Herman Salch.



Many credit unions organized by employees of organizations which issue house organs take little or no advantage of the opportunity those publications offer them to tell their credit union story regularly and forcefully. Not so the State Farm Employees' FCU, operated by employees of the State Farm Insurance Companies, Bloomington, Illinois. Shown on these pages is the use they made of their company's ALFI NEWS, edited by Sadie Rodgers.

In addition to the illustrated feature article shown here, the back cover was devoted to the war bond advertisement shown on opposite page, and the front cover picture showed Credit Union Treasurer Erickson tabulating the \$20,000 monthly run of war bonds issued by the credit union to some 850 employees through the payroll allotment plan. THE BRIDGE may very likely run that picture on its own cover for July.

The "Credit Union Quiz" is a monthly feature.

## Meet Your Credit Union Officers

TO the 850 members of the State Farm Employees' Federal Credit Union and to all interested prospects, we'd like for you to know the S. F. employees in whose hands are entrusted the administration of the various functions of YOUR Credit Union. When we say YOUR Credit Union, we mean yours, just the same as when one says your desk or your typewriter. It is yours, and it's up to you to make it work for you. The officers, directors and members of the various committees are pictorially represented on these pages. Familiarize yourself with them and for any assistance you may need, they will be more than glad to help you or refer you to the proper person where your own particular problem may be solved.

The officers consist of Harold Mecherle, President; Lou Cox, Vice-President; Fred Erickson, Treasurer, and Jane Niehaus, Secretary. Little need be said of the duties of these officers, as most people are well acquainted with the duties which the title implies.

The general management of your Credit Union is composed of the following directors: Harold Mecherle, Lou Cox, Jane Niehaus, Fred Erickson, George Johnson, Reuben Hershey, Julia Reinmiller, Merlin Walker, Ernie Warmoth. It is through their efforts that all committees function smoothly.

Your Credit Committee, sometimes referred to as "the heart of the Credit Union," is made up of well-qualified people, namely: Pauline Schmidt, "Ike" Breyvogel, Carl Marquardt and W. A. Sherman. It is up to this committee to keep the funds of the Credit Union flowing to the members who need loans; loans which are going to help members help themselves. It is the duty and responsibility of the credit committee to pass on loan applications and determine the adequacy of the security when necessary. Yes, we believe that this committee is rightfully termed the "heart of the credit union."

Roy Thoele, John Woledge and

Bob Perry make up the supervising committee. The work of this committee is the regular auditing or checking of the books. This is done to insure the membership that the funds of the Credit Union are not only being honestly handled but, also, correctly handled, and to ascertain whether or not the officers and committee members are operating the credit union within the limits of the law and the authority bestowed upon them by the membership.

To Herman Salch, Martha Lucas and Leon Jaeger, the Credit Union has appointed the duties of its Educational Committee. The work of this committee is to advertise, promote and interest all prospective members in

becoming a member and shareholder in your credit union.

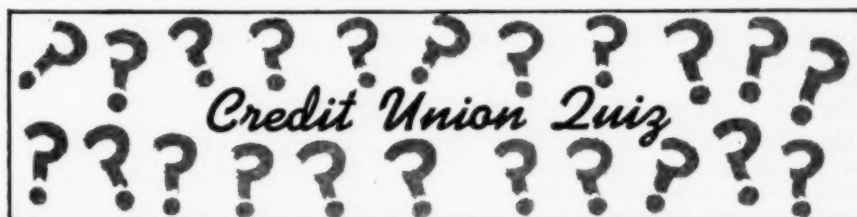
These are your committees, selected by all members of the credit union at its annual meeting. It is their desire to help you active members and prospective members to make use of YOUR credit union that you may receive the benefits to which you are entitled.

Don't hesitate; investigate your credit union savings plan today! Reap the benefits of your savings in the post-war period—by your purchasing power in the World of Tomorrow!—By Leon Jaeger.



If You Care—Buy a Share

Annabelle Carter, sixth floor south, one of our 850 State Farm C. U. Members, buys a share (\$5.00) from Assistant Treasurer Evelyn Verkler. Shares may be purchased with cash or by a regular payroll deduction each month.



Q. WHAT IS THE CREDIT UNION?

A. The credit union is an organization created for the benefit of the employees of State Farm. It offers the encouragement of thrift, a convenient place to secure a loan when needed, and a complete understanding of your problem.

Q. HOW DO I BECOME A MEMBER?

A. Just dial 204, the Credit Union Office, and ask for an appointment.

Q. HOW MUCH DO I PAY?

A. A membership fee of 25c only.

Q. WHO IS ELIGIBLE TO MEMBERSHIP?

A. All State Farm employees and their immediate relatives living under the same roof.

Q. HOW MUCH DOES IT COST IF I BECOME A MEMBER AND WANT TO BORROW?

A. 25c for membership fee and \$1 deposit toward a share until \$5, or one share, has been accumulated through the monthly payroll allotment.

Q. WHAT HAS BEEN OUR DIVIDEND RATE?

A. The State Farm Credit Union has paid up as high as 5%, the average yearly dividend being 4.2%.

Q. HOW ARE DIVIDENDS PAID?

A. Dividends are paid by check (distributed at the end of the fiscal year) and are figured on the accumulated share months.

Q. WHAT IS THE MAXIMUM DEPOSIT FOR ANY ONE MONTH?

A. \$50.

Q. WHAT IS THE MAXIMUM DEPOSIT FOR ANY ONE MEMBER?

A. \$1,000.

Q. HOW DO WE MAKE DEPOSITS AND WITHDRAWALS?

A. Upon becoming a member, you are given a pass book which is to be presented at the credit union office so the entry can be made for your personal record.

Q. WHAT CONSTITUTES A SHARE?

A. \$5.

# ????? What About It ???? ?

## Changes in Regulation W

**Question (From Pennsylvania):** I am advised that the Federal Reserve Board recently made certain changes in Regulation W. How do these changes affect the operation of our credit union?

**Answer:** The first change of any importance to credit unions grants permission for credit unions to obtain *ON A FORM OF OUR OWN* the information concerning the purposes of the loan instead of using the prescribed Statement of Borrower. In other words, we could, if we desired, include all this information in our loan application thus eliminating the Borrower's Statement. At present it is more convenient to continue the use of established forms except in the case of a few credit unions.

The second change affecting credit unions grants permission for us to make any renewal or revision or take any action we deem necessary in good faith with respect to any obligation of any member or former member of the armed forces of the United States incurred prior to his induction into such service. As military men return, their loans which existed prior to induction may be renewed or revised as we deem necessary.

These are the only changes of any importance affecting credit unions.

## American Express Money Orders

**Question (From Florida):** Many of our members are using the credit union for a convenient checking account for paying bills, etc. We want to give our members all possible service but at the same time large numbers of withdrawals are a considerable strain on our office force and often mean getting behind on essential bookkeeping work.

I would like to have your comments on the merits of the three following plans:

(1) Get the education committee to talk personally with the dozen worst offenders and see if it would really work any hardship on them to ask them to draw only one or two checks monthly. Inform all members through the bulletin that the office force would greatly appreciate sparing use of the withdrawal service.

(2) Announce a check-writing service whereby every check over two per month (or one) would cost the member 5c each. Or what would you suggest as a fee?

(3) The American Express Money Order service.

by Tom Doig

**YOU ARE INVITED** to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

**Answer:** Quite a number of large credit unions in Illinois and Wisconsin are using the money order service of the American Express Company. This matter came to my attention about six months ago and I have been in touch with the Express Company with regard to their service. It is an excellent service and their money orders are recognized all over the world. They are the only company, other than the post office, whose money orders are negotiable on a world-wide basis. I therefore requested the Executive Committee at its last meeting to send to all credit unions, over the name of the National Association, a pamphlet which would be drafted and paid for by the American Express Company advocating the use of their service. The Executive Committee did not feel that it could lend the name of the National Association to this sort of enterprise but, as I remember it, recommended that the various state leagues study the plan of the American Express Company.

Personally, I feel that the service of the Express Company is of real value to credit unions. They make a very small charge for their money orders, let us say 25 cents for a money order of \$100 and 15 cents for a money order of \$10, and of this amount one-third goes to the agent writing the money order. As I understand it, the credit union should not become an agent but it should name its treasurer or some person in the credit union office as the agent of the Express Company. The Express Company bonds this person at its own expense and the commission paid to the person becomes the property of the credit union inasmuch as the work of issuing the money orders is done on credit union time. All of those credit unions which are using this service (and they are quite numerous) think well of it, and I therefore personally recommend its use in any credit union.

I do not think well of plan No. 1 as set forth in your letter, which contemplates that the education committee would talk with the people who demand the most withdrawals and persuade them not to do so. I am afraid that this would drive business away

from the credit union. We want people to come to the credit union for service, but when they are demanding a great deal of service they must expect to pay for it. Therefore, I think if the credit union took on the American Express money order service it would be a better answer.

Plan No. 2 as set forth in your letter is acceptable in a limited way. In some states it is illegal for a credit union to charge for a check-issuing service. It is also true that the credit union's check although recognized locally might be refused in some parts of the world if it were sent abroad, and a collection charge might be assessed even in the states. If this service were used to any great extent it might necessitate increasing the treasurer's bond considerably or might result in defalcations.

I think that plan No. 3, the American Express money order service, is the answer. It is the answer because a charge is made for the service and the credit union indirectly would receive enough commission to pay for writing the money order. It is the answer in that the money order service is carried on by an individual in the credit union office, but that individual is bonded and the bond is paid for by the Express Company. It is the correct answer because the money orders issued through the American Express Company are recognized in every part of the world and may be cashed without difficulty.

## Late Drive Reports

▶ North Carolina reports 1,512 new members in the First International Credit Union Membership Drive, with reports still coming in.

▶ Tennessee reports a gain of 532 new members; 65 out of 128 operating credit unions reporting.

These reports bring the total reported gain made during the drive to 53,210.

## John Hancock Survey

An interesting study of life insurance buying habits was presented at the annual meeting of the Life Advertisers Association by Margaret Divver, assistant advertising manager of John Hancock insurance company. As a result of 6,000 personal interviews it was learned that men who earn from \$40 to \$50 a week carry about 25 percent more life insurance than those who earn from \$30 to \$39. Men who earn from \$50 to 60 a week account for purchases of around 40



percent more than those who earn from \$40 to \$49. Men who earn from \$60 to \$80 a week can be expected to carry 50 percent more life insurance than those who earn from \$50 to 59.

Likewise, incomes being equal, men with one dependent buy 10 percent more life insurance than men with none. Men with two dependents buy 12 percent more than men with one. Men with three dependents buy 25 percent more life insurance than men with two. Men with four dependents buy 20 percent more life insurance than men with three.

Of the men who buy one policy, three-quarters will have bought this policy by the time they are 22. Of those who buy more than one policy, three quarters will have bought their second policy by the time they are 30.

"It is obvious from these figures that our market is affected by selective service, because 18 to 38 is the real, normal insurance market, a fact which became evident from a review of our own experience and that of the country at large," Miss Divver pointed out.

"Another interesting fact revealed in the nationwide survey is that in more than 40 percent of the cases where the second policy was purchased from a different company than the first, the shift had nothing to do with salesmanship. The tendency to buy from relatives and friends is more marked in the life insurance business than in any other which has been surveyed by the research organization we employed," Miss Divver stated.

### Chamber of Commerce Survey

The upper income group is buying 2 percent more life insurance in 1943 while the middle and lower income groups are buying 4 percent less than in 1942, according to a U. S. Chamber of Commerce survey comparing buying habits through 1942 to the first eight months of 1943. According to the survey 56 percent of the people are buying life insurance in 1943 compared to 58 percent in 1942. In the upper income group 70 percent are now buying life insurance compared with 68 percent a year ago while the middle income buyers have dropped from 61 to 57 percent and the lower income buyers have declined from 35 to 31 percent in 1943.—SAVINGS BANK LIFE INSURANCE.

### D. C. League President

W. P. Mallard, formerly chief of Field and Review Subsection of the Federal Credit Union Section, has been elected president of the District of Columbia Credit Union League. Mr. Mallard is now an executive of the Social Security Board's Employee Training Division.

# CREDIT UNIONS DEVOTED TO SOLUTION OF international problems

*Bergengren on Institute of Postwar Reconstruction panel.*

THREE top leaders of consumer, credit and health cooperatives took the platform together before 200 members of the Institute on Postwar Reconstruction at New York University March 8 to drive home the idea that every step taken by co-ops in wartime is a vital part of postwar reconstruction.

"Credit unions are devoted primarily to the solution of international problems—the problems of pain, sorrow, poverty, and misery, which are universal problems," Roy F. Bergengren, managing director of the Credit Union National Association said.

"These international problems can be solved permanently only when the people solve them themselves," Mr. Bergengren continued. He then told the dramatic story of the growth of the credit cooperatives to the point where today four million members of credit unions in the United States and Canada are solving their credit problems through cooperative action. These common people have built up assets of between four and five hundred million dollars and have taken the first steps toward economic freedom and democracy.

"Credit unions are being organized from Newfoundland to New Zealand under the guidance of the Credit Union National Association," Mr. Bergengren said, "and through the Pan-American Union and other Latin American agencies, steps are being taken to assist the people in the Latin American countries to organize similar credit cooperatives. These will be the best possible demonstration of an economic good neighbor policy."

### Winslow Carlton

Winslow Carlton, executive director of the Group Health Cooperative of New York, told the Institute that "the development of state medicine depends upon the short term trends of political action. The cooperative methods of medical care can continue to grow regardless of the turn of political fortune." Mr. Carlton then outlined the development of a system of voluntary medical care through health and accident insurance serving a million consumers, hospital insurance which now covers fourteen million

people, and workmen's compensation.

"More important in long range significance," Carlton reported, "are developments of group practice where the consumer participates in the control of the medical care, in such organizations as Group Health Ass'n in Washington, Group Health Cooperative, New York, Group Health Mutual, St. Paul, the Cooperative Hospital, Elk City, Oklahoma. There are similar cooperative hospitals in Hardner, Kansas, Amherst, Texas. The Kaiser Health plans and several others complete this list."

"I believe that government medicine will need a voluntary cooperative yardstick just as much as private medical practice does today," Mr. Carlton declared. "We must take steps to see that medical practice is controlled as nearly as possible to the place where it is used—that is, in the local community."

### Murray D. Lincoln

Murray D. Lincoln, president of The Cooperative League of the USA, wound up the conference program by summarizing what consumer cooperatives can mean to the people of America. He pointed out that "Co-operatives bring more goods to more consumers at less cost. They stimulate fair business practices. They tackle monopolies whenever possible. They add a healthy impetus to local business. They improve the quality of goods and use grade labelling of commodities. Co-ops are revitalizing the faith of people in business. They are an important force in adult education. I know of no groups in the country as well acquainted with the country's problems as are the members of co-ops.

"Co-ops restore the economies of mass production to the common people. Co-ops restore ownership to the people. Co-ops lessen social tensions. Co-ops create added unity. They aid the development of a better citizenry." —Co-op League News Service

\*\*\*\*\*  
Bound volumes of THE BRIDGE  
for 1943 are available at \$3 each  
\*\*\*\*\*



## Those Who Won

Those who won our independence . . . valued liberty both as an end and as a means. They believed liberty to be the secret of happiness, and courage to be the secret of liberty. They believed that freedom to think as you will and to speak as you think are means indispensable to the discovery and spread of political truth; that without free speech and assembly, discussion would be futile; that with them, discussion affords ordinarily adequate protection against the dissemination of noxious doctrine; that public discussion is a political duty; and that this should be a fundamental principle of the American government. They recognized the risks to which all human institutions are subject. But they knew that order cannot be se-

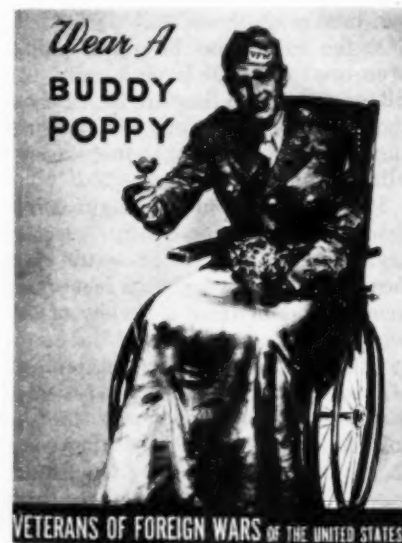
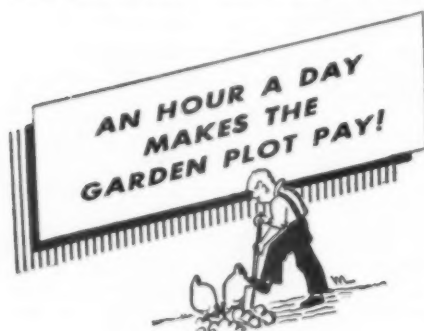
cured merely through fear of punishment for its infraction; that it is hazardous to discourage thought, hope and imagination; that fear breeds repression; that repression breeds hate; that hate menaces stable government; that the path of safety lies in the opportunity to discuss freely supposed grievances and proposed remedies; and that the fitting remedy for evil counsels is good ones. Believing in the power of reason as applied through public discussion, they eschewed silence coerced by law—the argument of force in its worst form. Recognizing the occasional tyrannies of governing majorities, they amended the Constitution so that free speech and assembly should be guaranteed.—LOUIS BRANDEIS.

## 24 ILGWU Credit Unions

A recent check-up taken by the Educational Department of the International Ladies' Garment Workers' Union shows that 24 ILGWU locals now have their own credit unions. These range from locals with over 30,000 members, such as Locals 89 and 22 in New York City, to the Joint Board in Dallas, Texas.

The same report shows that 34 locals in addition to the nation-wide fort-

nightly official organ, JUSTICE, have their own journals in order to give local shop and personal news. As an important auxiliary to classes and other activities, 55 locals run their own libraries. Some of the libraries have 2,000 to 3,000 books in four languages and these are supplemented by deposit collections made available by the public libraries. Members are encouraged to read in the library itself as well as borrow books without cost.



## "We're scrimping on paper for Jim!"

CORPORAL JIM is in Italy doing his fighting job for Uncle Sam. The food he eats, the weapons and ammunition he uses, the blood plasma and medical supplies which may save his life, come to him in perfect condition because they are protected in shipment by paper and paperboard.

**Jim's mother** knows this. That's why you see her carrying her own market basket to save the grocer's precious paper bags. That's why she uses fewer paper towels and facial tissues. She conserves paper by "making each piece stretch."

**Jim's father** knows this. That's why he keeps figuring out even smarter ways of cutting down on paper consumption in his office. That's why he never asks store clerks to put extra wrappings on things that are already packaged and ready to carry. He conserves paper by "avoiding useless wrapping and accepting simpler packaging."

**Jim's kid brother** knows this. That's why he collects all the family's used paper for the local salvage drive. That's why he borrows and lends books, papers, magazines with all his friends. He's conserving paper by "sharing the printed word."



Yes, Jim's family knows what scrimping on paper means to Jim.

And you do, too. That's why we know you are using less paper. That's why we know you are joining with all the other patriotic Americans from coast to coast who have vowed to save a million pounds of paper for the war effort!



This advertisement, contributed to the war effort by this magazine, was prepared by the War Advertising Council in cooperation with the War Production Board and the Office of War Information.

All the magazines in America, added together, USE only 5% of the nation's paper supply. Yet, out of this comparatively small amount, they are SAVING 450 million pounds this year and RELEASING it for vital war needs.

# Every Man a Capitalist

"You can't build democracy with propertyless people," Cuna Treasurer A. B. MacDonald warns Detroit audience.

by Albert Rees

**I**F cooperatives had never saved anyone a dollar, we should have them because they build men and women," Professor A. B. MacDonald told an audience of 300 cooperators, credit union members, Catholics and auto workers at Northern High School, Detroit, March 14th. Professor MacDonald is treasurer of Credit Union National Association, managing director of the Nova Scotia Credit Union League, and assistant director of the Extension Department of St. Francis Xavier University, Antigonish, Nova Scotia. He has been a leader of the group of priests and teachers from this University who have helped the impoverished miners, farmers and fishermen of his province to lift themselves out of debt and own their own homes, farms, stores and canneries through cooperatives and credit unions.

Professor MacDonald stated that the people of the world demand a democratic and workable plan for achieving freedom from want, rather than a return to rugged individualism, war and mass unemployment. This plan cannot come from the state alone, which would mean dictatorship. He gave six reasons why co-ops were "a plan for tomorrow that works today":

**First.** Through cooperatives the common man acquires ownership of the vital productive resources, and thus a stake in the nation. The farmers are losing their land, the workers own gadgets instead of factories, and we are attempting to build democracy with a propertyless people while the owners of property run the country.

**Second.** Cooperative competition is more effective than legislation in breaking the monopolies which have a strangle-hold on such vital industries

as food processing and farm machinery.

**Third—**The working class can fight for real wages, rather than money wages, through cooperatives. It can prevent the gains won by unions from being lost in higher prices.

**Fourth.** Cooperatives control quality through scientific testing, announce it through grade labelling.

**Fifth.** Cooperatives will distribute wealth to the common people. In one Nova Scotia community 4000 miners get patronage returns of \$80,000 a year from their co-op stores. In another, 125 fishing families get \$65,000 a year patronage return from a credit union, co-op store, co-op lobster cannery and fish processing plant.

**Sixth.** Cooperatives are character building agencies, developing participation in significant and constructive activity for men whose jobs are increasingly automatic and routine. They provide the economic environment in which the best in human nature can flourish.

Professor MacDonald stated that Detroit could have a cooperative development second to none if her churches and unions would sponsor a vigorous adult education program. "Freedom from want," he said, "depends on freedom from ignorance."

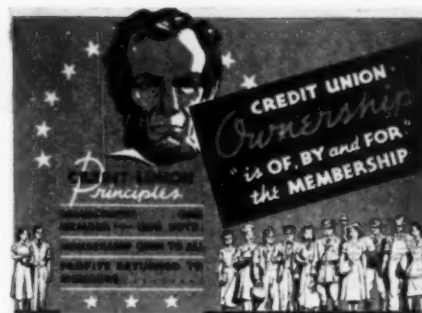
Representatives of the various organizations sponsoring the meeting were introduced from the platform by Chairman John Porter of Eastern Michigan Cooperatives. They were Monsignor Hickey, chancellor of the Archdiocese of Detroit; Clayton Fountain, of the Consumers Division, United Auto Workers, C.I.O.; John Colby, managing director of Michigan Credit Union League; and Rev. Ellsworth Smith, Detroit Council of Churches.—*Co-op League News Service.*

## Our Part

The United Nations are pushing forward into the crucial phases of this war. To back the attack to the utmost we on the home front must:

- ▶ Save wastepaper and buy more bonds.
- ▶ Save waste fat and buy more bonds.

- ▶ Save tin cans and buy more bonds.
- ▶ Buy only real needs, and that means buy more bonds.
- ▶ Grow victory gardens and buy more bonds.
- ▶ Write our fighting men regularly and buy more bonds.
- ▶ Save regularly in our credit union and buy more bonds.



## Credit Union Boosters

Poster 613 shown above, in yellow and black, 14 by 10½ inches, 5 cents each, less 20 per cent to member credit unions. See page 213, September 1944 BRIDGE for list of other posters.

## Leaflets

**The Credit Committee the Heart of the Credit Union,** 2 cents each net.

**Auditing Pointers for Supervisory Committee,** 2 cents each net.

**Suggestions to Help Directors "Direct,"** 2 cents each net.

**100 Practical Questions for Educational Committees,** 2 cents each net.

**What Is a Credit Union** (Ed. 23), 42 cents per 100 net.

**Why a Rural Credit Union** (Ed. 24), 75 cents per hundred net.

**Three Million Amateur Bankers,** by W. F. McDermott, 57 per 100, less 20 per cent to member credit unions.

**Three Questions About Credit Unions,** 28 cents per 100 net.

**Federal Credit Unions,** 46 cents per 100 net.

**When Consumers Run Their Own Banks,** 75 cents per 100 net.

**Leo XIII and Credit Unions,** by Bishop A. J. Muench, 85 cents per 100 net.

**Slaying the Debt Dragon,** from True Story, 60 cents per 100 net.

**The Power of Fifty Cents,** by C. R. Orchard, 50 cents per 100 net.

**Save from the Top of the Pile,** 48 cents per 100 less 20 percent to member credit unions.

*From your state league if it handles supplies or*

**Cuna Supply Cooperative  
Madison 1, Wisconsin**

# Our Readers Write!

## Dinner Sparks Program

To the Editor:

Our Credit Union has been in a state of apathy for the past year, not for a lack of interest in credit union work, but due to our various duties with our firm being unusually heavy because of inexperienced help.

This apathy was broken, however, at our first directors' meeting this year, when our treasurer, Mr. W. B. Walsh, invited us to his home for a Mexican dinner. Members of the credit committee and supervisory committee were also in attendance, and we had as a guest Mr. C. V. Anderson, president of the Waco Tribune-Herald Credit Union, who is also a director of the Texas State League.

After the dinner our business session was held and plans for the new year outlined. Mr. L. M. Coyne, our educational chairman, suggested that we have an objective of enrolling eighty-five per cent of the employees of The Goldstein-Migel Company as members of the credit union before the close of 1944. This suggestion was adopted by the directors and a membership committee was appointed.

A question and answer period was entered into enthusiastically by all present and Mr. Anderson gave us some constructive information on credit union work.

It gives us pride to report that 12 new members have been enrolled in our credit union since February 1, 1944, a number of loans have been made and enthusiasm over the advantages of being a member of our credit union has taken on a new impetus.

We hope that at the end of this year we can report an attainment of our goal—eighty-five per cent of the employees of Goldstein-Migel Company members of the credit union—and may our aim always be that of service.

—Willie Martin, president, Goldstein-Migel Employees FCU, Waco, Texas.

## Practical Idealism

To the Editor:

Allow me to congratulate you and your staff on your excellent March, 1944, issue; of the many worth-while issues of *THE BRIDGE* which I have read, I know of none which have surpassed its practical idealism.

In particular, Clifton Graham's article, "Hank's Pet Idea," strikes a progressive and challenging note, and includes enough brass-tack suggestions for credit union education committees to make it possible for anyone to plan

and develop a well-rounded, effective program for a year or more.

That his suggestions aren't "drawn from the hat" but are of proven value, I can testify from my own past experience as our credit union in Rome, New York, has for a long time stressed regular press releases on all meetings; mimeographed bulletins with news, reports, cartoons and a little basic philosophy for distribution to our members; regular rotation of current credit union posters on mill bulletin boards; a "lending library" on credit union, cooperative and related topics for the use of our more alert and interested members and officers; donations of credit union and cooperative books to our public and school libraries.

We have also made use of credit union and related-topic movies, sending invitations to several ministers,

priests, rabbis, labor leaders, businessmen and others. Twice we have sent complimentary copies of current credit union leaflets to a selected list of community leaders, and twice we have distributed to our own leaders booklets such as Tony Lehner's "Credit Union Co-ops."

The one thing our credit union has not done thus far is, I believe, the most important and fundamental suggestion Mr. Graham makes to education committees interested in implementing our democratic credit union framework with a truly democratic and progressive membership nucleus. So many credit union leaders assume there is nothing we can do to invigorate our fellow-members, to build responsible attendance at our annual meetings. Mr. Graham has the answer for them in his suggestion of groups of a dozen or more members meeting



"THIS HAPPENS EVERY SATURDAY NIGHT!"



in various members' homes for an evening of discussion and recreation. We have much to learn, in our educational work, from other kinds of cooperatives, but perhaps on no point can we learn as much as this one. These "neighborhood groups" meeting throughout the year, plus an intelligently planned promotion of a constructive program for our annual meetings, could do much to remedy that blight on our credit union democracy.

Mr. Wyker's article in the same issue also warrants enthusiastic comment for raising our "sights" from over-concentration on credit union routine to the broad sweep of cooperative activity open to neighbors who have made a beginning by organizing their own credit cooperative. Our credit union "wagons" still need to be kept in smooth-running order, but now, perhaps more than ever, we need to "hitch them to a star"!—Art Danforth, formerly treasurer Revere Rome Division Employees FCU, Rome, New York.

### Proud to Recommend

To the Editor:

I was very proud to recommend *THE BRIDGE* to our directors and officers as I think it is a very fine thing for all officers for any credit union. I'll boost your magazine every chance I get.—Charles Streza, treasurer Pittsburgh Steel Foundry FCU, Glassport, Pennsylvania.

### Unusually Fine

To the Editor:

May I offer my compliments on the unusually fine information contained in recent issues.—K. E. Schmidt, treasurer Detroit Consolidated Gas Employees CU, Detroit, Michigan.

### All Important

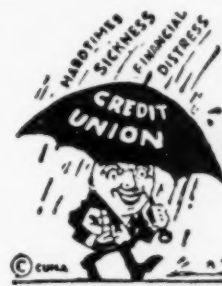
"A functioning publicity and education committee is all important to the success of a credit union," Floyd Fuller, president of the Wisconsin Credit Union League, said at a dinner meeting of the Madison Credit Union Chapter Wednesday night at the Unitarian church.

A publicity and educational committee can make or break a credit union, Fuller maintained. He stated that his union had loaned over 2¼ million since 1932 and that only \$800 had been lost.—*THE CAPITAL TIMES*, Madison.

Mr. Fuller is treasurer of the Cudahy Brothers CU, Cudahy, Wisconsin, and an alternate national director of Cuna.

### Great Stabilizers

The realization of plans made for post-war world will depend in part, at least, on the ability of organizations such as cooperative credit unions to maintain the services they have rendered before and during the war. Credit unions, when functioning properly, are great stabilizers and we shall need their influences in the post-war period of transition from a war to a peace time economy. This transition will not come about with every cog in the economic wheel meshing perfectly. We know that inflationary tendencies will affect credits and interest rates as well as everything else. Credit unions will help stabilize post-war situations created by the economic uncertainty which will surely prevail for a period after the war.—Math Dahl, North Dakota Commissioner of Agriculture and Labor.



## Mimeograph Ad-insets

*Repetition is one of the fundamental techniques of advertising*

The credit union emblem lends itself well to repetitive advertising. It should be on every piece of credit union advertising.

To help credit unions which issue mimeographed material ad-insets of the emblem (shown above) are now available. They are used for stencil duplication just as cuts are used for printing.

A "window" is cut in the stencil sheet, just large enough to accommodate the illustration which is to be cemented thereto (with mimeograph cement No. 268). A margin, which acts as a cementing surface, is provided around each inset.

The insets come in sheets of 14, in sizes varying from 1 to 2 inches. Each sheet sells for \$2.40, less 20 percent to league members.

### Cuna Supply Cooperative

Madison 1 • Wisconsin

P. S. Mats of "Copy" page items *Ouch*, *Paid in Full*, and *I'm a Member* are available to those who issue printed publicity, at 18 cents each, less 20 percent to league members.

## Here's an all-round good idea:

Save regularly in your own credit union and buy insurance economically from your own company.

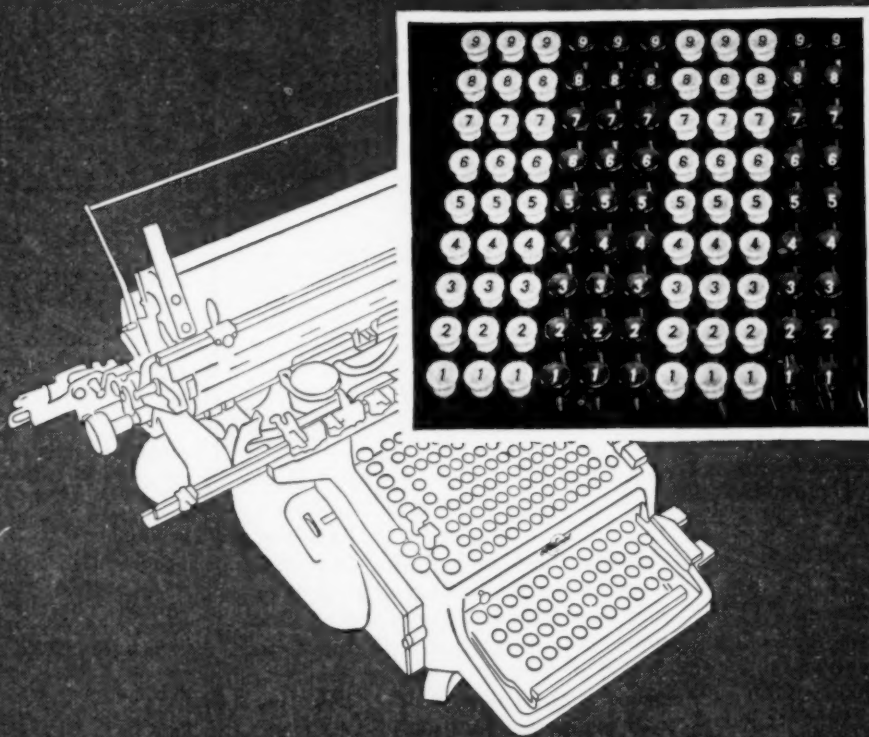
*Write for free leaflet describing our Individual Life Contracts.*

## CUNA Mutual Insurance Society

P.O. Box 391, Madison 1, Wisconsin

Canadian Office, P.O. Box 65, Hamilton, Ontario

# SIMPLICITY



comes with a standard adding machine keyboard

OPERATORS like the simplicity of Nationals. They are all familiar with its standard amount keyboard—which is “flexible” and “visible” on National Type-writing-Bookkeeping Machines—permits checking and correction of depressed keys before printing.

National Accounting-Bookkeeping Machines may be secured through priorities.



Our factory at Dayton, Ohio, proudly flies the Army-Navy “E” with four stars ★ ★ ★ ★ for “unceasing excellence” in the production of precision instruments and other war materiel.

## National

CASH REGISTERS • ACCOUNTING-BOOKKEEPING MACHINES

### The National Cash Register Company